

Social Media and Highway Safety Lessons Learned

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Why expand beyond traditional media?

- Reach and Engagement
- Did you know?
 - Social media is the most popular online activity 1 out of every 5 minutes
 - Facebook reaches
 - 55% of global audience
 - 1 out of every 7 minutes
- Microblogging: Twitter
 - A disruptive new force
 - 59% growth in the past year

Social Media Explained...



Social Media Channels



- **YouTube**
 - USDOTNHTSA
 - *SaferCarTV*
- **Facebook**
 - NHTSA
- **Twitter**
 - @NHTSAgov
 - *@NHTSAdriver*

Launch pad:

- Communications Plan
 - Marketing Calendar
 - Media Team Calendar
 - On-line information store/reports
 - Rulemakings
 - Existing web content

Create messaging foundation

- 30 Days Ahead
 - Daily Facebook posts (2)
 - Daily Tweets (2-3)
 - Video uploads (as available)
 - Infographics
- Daily – Maintain the Conversation
 - Shares
 - RTs
 - News

Integrate, Support, Expand

The screenshot shows the Facebook page for the National Highway Traffic Safety Administration (NHTSA). The browser address bar displays 'http://www.facebook.com/NHTSA'. The page features a cover photo of a parking lot with cars and a sign that says 'where's baby? Look before you lock.' The NHTSA logo is prominently displayed on the left side of the cover photo. Below the cover photo, the page name 'NHTSA' is shown with '1,623 likes · 482 talking about this · 42 were here'. The page is categorized as a 'Government Organization' and 'National Highway Traffic Safety Administration (NHTSA)'. There are tabs for 'About', 'Photos', 'Heatstroke', 'Sober Ride', and 'Disclaimer'. The main content area shows a status update from NHTSA, posted 22 hours ago, which reads: 'If you'd like to do your part to raise awareness on the dangers of heatstroke, we have lots of resource material, like this Daycare Tip card. Check out www.safercar.gov/heatstroke for all of our resources to share.' To the right, there are recommendations for other users and a 'See Your Ad Here' section with an NHTSA advertisement. The Windows taskbar at the bottom shows the system clock as 9:46 AM on 7/17/2012.

Integrate, Support, Expand

The screenshot shows a web browser window displaying the Twitter profile for NHTSA. The browser's address bar shows the URL <https://twitter.com/>. The Twitter interface includes a navigation bar with 'Home', 'Connect', 'Discover', and 'Me' options. The NHTSA profile page shows 1,775 tweets, 142 following, and 11,621 followers. A 'Compose new Tweet...' button is visible. Below the profile information are sections for 'Who to follow' (listing Michelin USA, Consumer Guide Auto, and MattHardigree), 'Trends' (listing #GalaxyNoteII, #5ThingsIFindAttractive, #GivingTuesday, RIP Sean Taylor, #Cattfish, Big East, Tulane, Jimi Hendrix, Girl Meets World, and Susan Rice), and footer links for 'About', 'Help', 'Terms', 'Privacy', 'Blog', 'Status', 'Apps', 'Resources', 'Jobs', 'Advertisers', 'Businesses', 'Media', and 'Developers'. The 'Tweets' section displays a list of tweets, including one from Mass. Transportation (@MassDOT) about the Medford #93Fast14 project, one from howaboutwe.com about meeting people on dates, one from Audi (@Audi) about the S8, one from Scott Monty (@ScottMonty) about the Pure Michigan Daily, one from Jaguar USA (@JaguarUSA) about fan questions, and three from OMB Watch (@OMBWatch) about Social Security benefits, Mary Schapiro's departure, and a lawsuit challenging Dodd-Frank law.

Integrate, Support, Expand

The screenshot shows a web browser window displaying the YouTube channel for USDOTNHTSA. The browser's address bar shows the URL: http://www.youtube.com/user/usdotnhtsa?feature=results_main. The YouTube interface includes the search bar, navigation links (Browse, Movies, Upload), and user options (Create Account, Sign In). The channel banner features the NHTSA logo and the text "www.nhtsa.gov". Below the banner, the channel name "USDOTNHTSA's channel" is displayed with a "Subscribe" button, 136 subscribers, and 1,619,774 video views. The "Uploaded videos" section lists three videos:

- Fake-A-Rooney**: USDOTNHTSA, 467,487 views, 2 months ago. Description: "There's no trick for avoiding a seatbelt ticket. Click it or ticket." Video duration: 0:32.
- Consejo Silencioso**: USDOTNHTSA, 177 views, 2 months ago. Description: "No hay nada que decir. Abrocharte el cinturón es la ley. Abrochado o multado." Video duration: 0:31.
- OMGI**: USDOTNHTSA, 3,436 views, 6 months ago.

The right sidebar contains the "About USDOTNHTSA's channel" section, which states: "The US Department of Transportation's National Highway Traffic Safety Administration's mission is to save lives on the nation's highways." It also lists "Latest Activity" (May 10, 2012), "Date Joined" (May 10, 2011), and "Age" (58). A "Featured Playlists" section shows a playlist titled "Favorite videos" by USDOTNHTSA's channel, featuring a video titled "ALLEGIANCE".

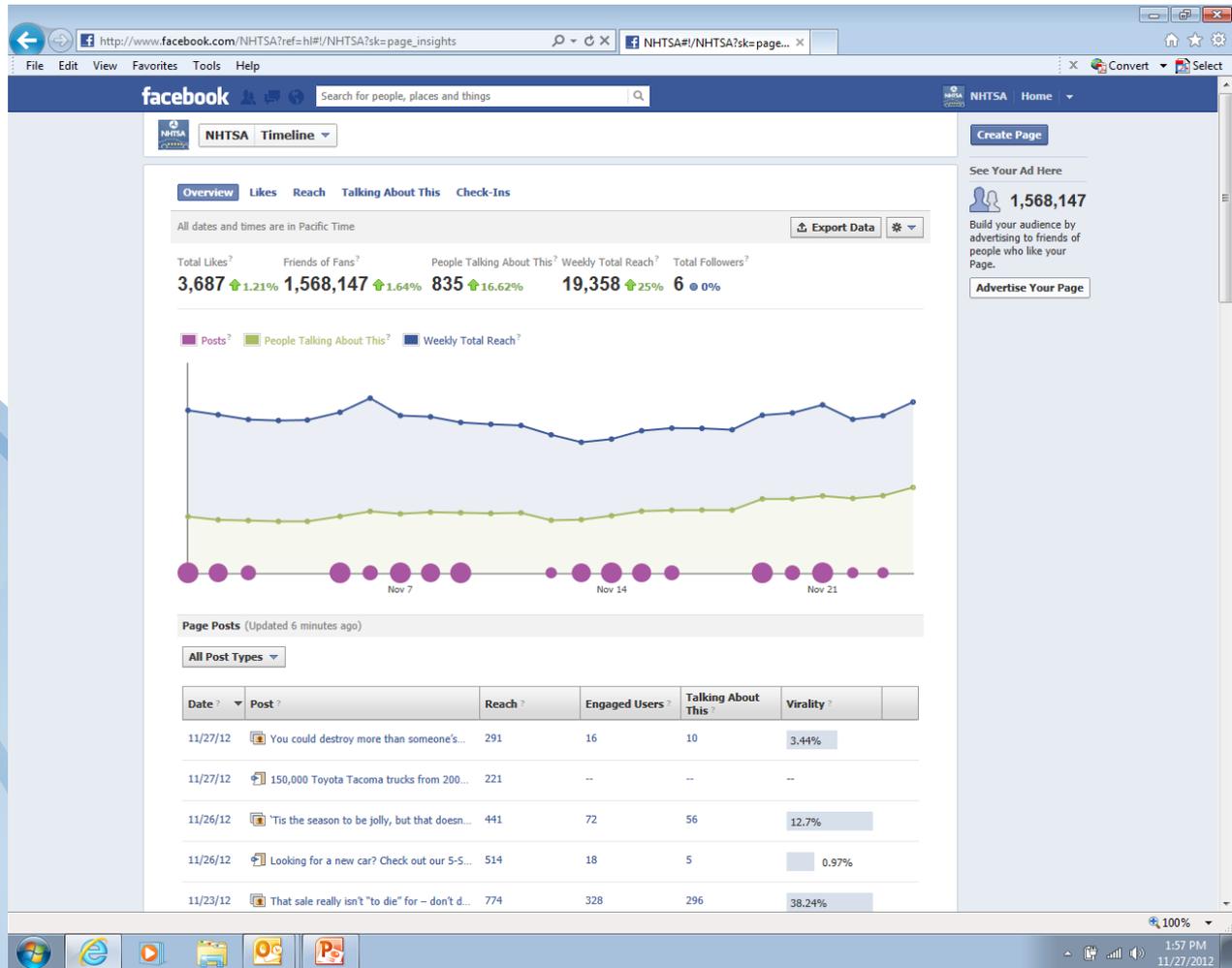
Other sources

The screenshot shows a web browser window displaying the FAST LANE blog. The browser's address bar shows the URL: <http://fastlane.dot.gov/2012/11/on-the-road-this-thanksgiving-please-buckle-up-and-slow-down>. The page header features the United States Department of Transportation logo and the FAST LANE logo, which is a green sign with the text "FAST LANE" and "The Official Blog of the U.S. Secretary of Transportation". Below the header, there are navigation links for Home, Archives, Profile, and Comment Policy. The main content area displays a blog post titled "On the road this Thanksgiving? Please buckle up...and slow down" dated November 20, 2012. The post text states: "According to AAA, more than 43.6 million Americans will travel 50 miles from home or farther during this Thanksgiving holiday weekend. About 90 percent of those travelers—39 million people—plan to travel by automobile. And we at DOT encourage all of them to pay attention and drive with patience and care." Below the text is a photograph of a sunset over mountains. To the right of the main content, there are social media sharing options (Like, Tweet, Pin it, Share), a SUBSCRIBE section with links for E-mail updates and RSS feed, and a SEARCH section with a Google search bar. At the bottom right, there is a Twitter feed snippet from Ray LaHood (@RayLaHood) discussing the reopening of runways after Hurricane Sandy and electronic device distraction in the workplace. The Windows taskbar at the bottom shows the system tray with the time 1:53 PM and date 11/27/2012.

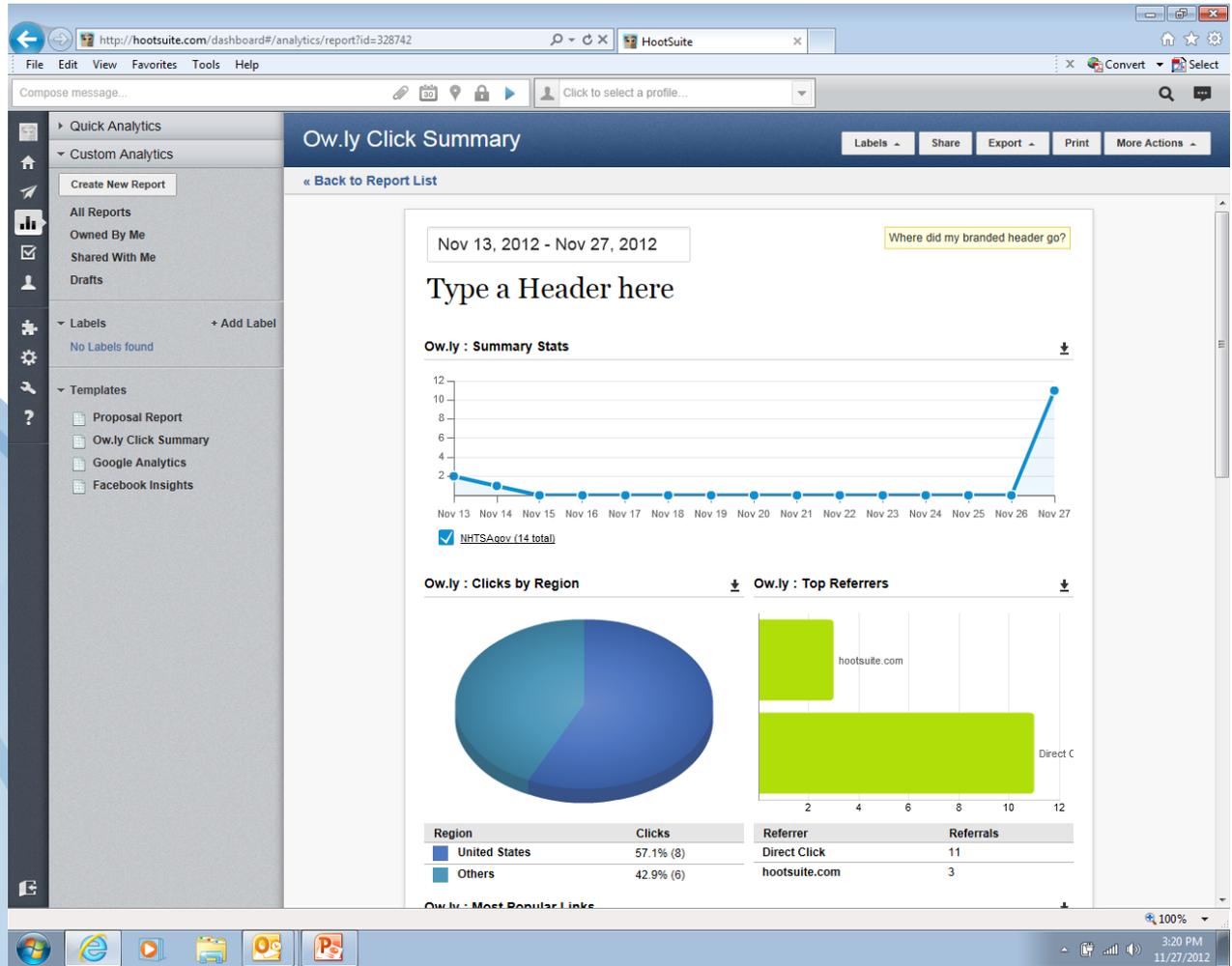
Other sources

- Twitter stream
- Facebook newsfeed
- Daily news
- Fastlane blog

Measuring success



HootSuite



Last thoughts

- Every social channel has own rhythm
- Study fan/friend consumption
- Target your effort accordingly
 - Monday, Wednesday, Friday are heavier days on NHTSA channels
 - We increase our posting